



PATENT  
Attorney Docket No. 559442004400

THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Mike CRISTOFALO et al.

Application No.: 09/834,500

Filing Date: April 12, 2001

For: SYSTEM AND METHOD FOR  
TARGETING OBJECT ORIENTED  
AUDIO AND VIDEO CONTENT TO  
USERS

Group Art Unit: 3622

Examiner: Daniel LASTRA

**AMENDMENT UNDER 37 CFR 1.111**

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, Virginia 22313-1450

Sir:

In response the Office Action dated September 13, 2004, please amend this application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begin on page 2 of this paper.

**Remarks** begin on page 14 of this paper.